

Call for Applications:



Priority Development Area (PDA) Planning Program, PDA Technical Assistance and PDA Staffing Assistance

For program guidelines and applications, visit: mtc.ca.gov/pda

The **PDA Planning Program** funds comprehensive planning in PDAs that will result in intensified land uses around public transit hubs and bus and rail corridors in the nine-county San Francisco Bay Area. The key goals of this program are to:

- (1) Increase both the housing supply, including affordable housing for low-income residents, and jobs within the planning area, (2) Boost transit ridership and thereby reduce vehicle miles traveled (VMT) by PDA residents, employees and visitors, (3) Promote multimodal connections for residents, employees and visitors within the PDA, and (4) Locate key services and retail within the planning area.



The **PDA Technical Assistance Program** supports discrete projects that advance implementation of PDA-related plans in support of regional goals. Customized consultant assistance is provided to jurisdictions to address barriers to plan implementation.

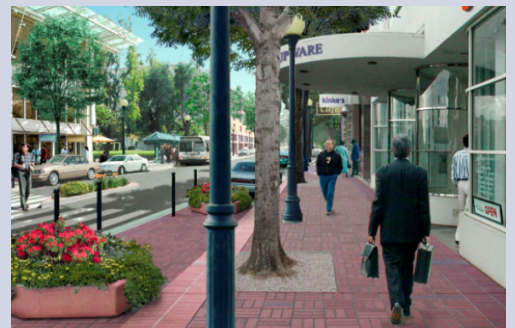
Eligible projects include:

- Parking policy and demand analysis
- Municipal financing mechanisms for transit-oriented development
- Development feasibility analysis
- Infrastructure planning and design
- Transit station access and circulation for new and existing development
- TOD-supportive design, visualization and zoning



PDA Staffing Assistance is a new program to address planning staff reductions that have occurred in recent years making it difficult for cities with PDAs to carry out neighborhood planning efforts critical to Plan Bay Area implementation. Through on-call consultants, staff will be offered to jurisdictions to address these needs. Staffing is limited to projects that provide a clear transportation/land use nexus. Examples of eligible projects include:

- Station Area/PDA Planning (i.e. Specific or Precise Plan with EIR)
- Planning for mixed-income neighborhoods near transit: increasing affordability with location efficiency
- Planning and implementing transit connectivity to employment, housing and services
- Addressing parking management and pricing connected to new land uses
- Bicycle and pedestrian planning connected to new land uses



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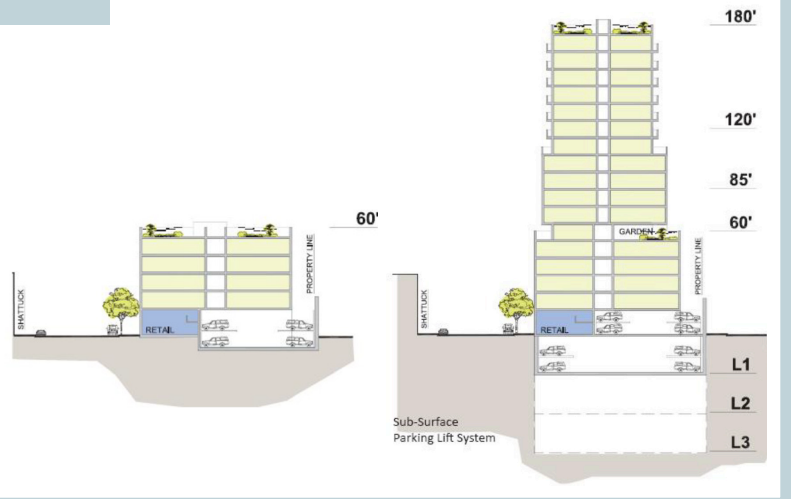
Timeline Summary

Call for Applications Issued	January 2014
Pre-Application Workshop	February 25, 2014, 2:00 pm MTC/ABAG offices 101 8th Street, Oakland, CA
Submittal Due Date	April 2, 2014, 4:00 pm Submit to: ttrivedi@mtc.ca.gov
Review Process	April 3, 2014 – April 30, 2014
Anticipated Awards	May 2014

Eligible Applicants

Local governments (cities and counties) with PDAs are eligible for all programs. While all jurisdictions with PDAs are eligible to apply, the top sixteen cities taking on 2/3 of the region's housing growth in Plan Bay Area, the region's long-range transportation plan/Sustainable Communities Strategy, will receive priority.

Sample development scenario for 20,000 sq. ft mid-block parcel
AECOM
Downtown Berkeley Development Feasibility Study
PDA Technical Assistance, Cycle 1



Map of Parking Supply in North Fair Oaks
Dyett & Bhatia, Nelson/Nygaard
North Fair Oaks Parking Study & Strategy
PDA Technical Assistance, Cycle 4

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